

What is claimed is:

1 1. A system, comprising:
2 a television remote which has first buttons controlling
3 at least a plurality of functions on a controlled television
4 which is separate from said television remote, said television
5 remote mounted in a housing, which housing is totally separate
6 from the television being controlled by the remote, and said
7 television remote also having a command which accesses
8 information from a hyperlink that is associated with a program
9 that is being currently displayed on the television.

1 2. A system as in claim 1, wherein said remote
2 communicates with a separate computer, to display said
3 information from said hyperlink on the separate computer.

1 3. A system as in claim 2, wherein said television
2 remote transmits a command that causes said information to be
3 displayed at a next startup of a process on said separate
4 computer.

1 4. A system as in claim 2, wherein said information is
2 added to a list of internet favorites on said separate
3 computer.

1 5. A system as in claim 1, wherein said requested
2 information displays said information from said hyperlink in a
3 separate picture on the television being controlled by the
4 remote, so that both a television program picture, and the
5 internet site represented by the hyperlink, are displayed on
6 the same screen when said command is actuated on said remote.

1 6. A system as in claim 1, wherein said requested
2 information displays said information from said hyperlink on a
3 personal computer.

1 7. A system as in claim 1, wherein said command that
2 accesses information causes an email to be sent to said user.

1 8. A system as in claim 1, wherein said hyperlink
2 includes an indication of a referring source.

1 9. A system as in claim 1, wherein said command that
2 accesses information comprises making a purchase of an item
3 that is displayed on the television.

1 10. A system as in claim 1, wherein said remote includes
2 a separate receiver which receives hyperlinks that are

3 associated with a program that is currently being displayed on
4 the television.

1 11. A method, comprising:

2 producing, on first entertainment media, an address of an
3 internet site which includes an indication of the source that
4 produce the address;
5 using said address to access the internet site; and
6 at said internet site, determining said source, from said
7 address.

1 12. A method as in claim 11 further comprising keeping
2 track of a number of times the internet site is accessed from
3 said source, and entering a billing arrangement in which an
4 advertising is billed based at least partly on said
5 determining and on a number of times that the advertising
6 causes said address to be accessed.

1 13. A method as in claim 12 wherein said billing
2 includes counting a number of hits from the specified origin,
3 and paying an amount which is related to said number of hits.

1 14. A method comprising:
2 producing, on a viewable screen, an entertainment content
3 which includes an address of an internet site as part of its
4 content;
5 detecting an actuation which indicates a request to visit
6 the internet site; and
7 on said viewable screen, displaying both the original
8 content, and contents of the internet site at the same time.

1 15. A method as in claim 14 wherein said actuation made
2 is via a remote which also has functions for controlling a
3 plurality of aspects of said entertainment content.

1 16. A method as in claim 14 wherein said remote includes
2 a dedicated function which requests browsing an internet link
3 which is being currently displayed.

1 17. A system, comprising:
2 a user interface, associated with an entertainment media,
3 which enables entering a command that indicates interest in an
4 address to an internet site associated with a currently-
5 displayed program on the entertainment media; and

6 an internet address handling element, sending a message
7 to another device, separate from said user interface, said
8 message including information about said address.

1 18. A system as in claim 17, wherein said handling
2 element is an e-mail sending program which sends an e-mail to
3 an address associated with said entering said command.

1 19. A system as in claim 17, wherein said handling
2 element is a short range communicator which sends information
3 to a computer that is separate from said user interface.

1 20. A system as in claim 19, wherein said short range
2 communicator is Bluetooth™.

1 21. A method, comprising:
2 using a remote control device for an entertainment media
3 at a first time to control programming content that is being
4 delivered by said entertainment media, said remote mounted in
5 a housing, which housing is totally separate from a housing of
6 the entertainment media being controlled; and
7 using said remote control device at a second time, to
8 indicate that access is desired to information associated with

9 a hyperlink that is associated with a program that is being
10 carried on the entertainment media.

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